

A scenic photograph of an Arizona desert landscape. In the foreground, a large saguaro cactus stands prominently on the left. The middle ground features rugged, reddish-brown desert mountains under a vast blue sky with wispy white clouds. The overall tone is warm and majestic, typical of a desert sunset or sunrise.

ARIZONA 2023 SUPER BOWL LVII

SCOTTSDALE – TOURISM DEVELOPMENT COMMISSION

ARIZONA SUPER BOWL HOST COMMITTEE FEBRUARY 19, 2019

ARIZONA SUPER BOWL HOST COMMITTEE OVERVIEW

AZ 2023
SUPER BOWL LVII

The Arizona Super Bowl Host Committee is an Arizona Corporation that is formed as the catalyst between the NFL, local and national stakeholders in order to successfully execute Super Bowl LVII.

GUIDING PRINCIPLES:

- Showcase Arizona on a Global Platform
- Fuel Economic Engine for Region
- Leave a Lasting Legacy



2015 SUPER BOWL XLIX – RECORD-BREAKING RESULTS:

- \$720 MILLION Economic Impact to the Valley
- \$2+ MILLION Grants to AZ Non-Profits
- 20,000+ HOTEL Rooms in the Block
- 5,000+ Media Attendees
- 120,000+ Visitors to Arizona
- Most Watched Super Bowl in history

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SCOTTSDALE EVENTS & VENUES

- The Super Bowl LVII Venue Program contracted with 40 private venues in Scottsdale to hold space for Super Bowl related events
 - Scottsdale venues are well represented in the Program
 - Program is still open for enrollment
- 6 Scottsdale venues proposed to the NFL as potential sites for Official NFL events
- SCVB personnel have been, and will continue to be included in the planning and execution of NFL site visits



SCOTTSDALE LODGING

- Scottsdale has 18 hotels, 3,100+ rooms and is in Official Super Bowl LVII Block
 - There is an opportunity to add more through new hotels and future needs of NFL
 - 1 hotel in consideration for a 'Team Hotel'
- Host Committee will continue to support relationship development with sponsors and prominent entities and Scottsdale hotels & venues
- SCVB personnel have been, and will continue to be included in the planning and execution of NFL site visits

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SCOTTSDALE SUPPORT

- The Arizona Super Bowl Host Committee is responsible for the fundraising efforts needed to execute Super Bowl LVII
- The Host Committee fundraised approximately \$30 Million for Super Bowl XLIX in 2015
- From the start Scottsdale has consistently provided positive planning support for Super Bowl LVII
- Scottsdale's financial support is vital to the success of Super Bowl LVII

The background of the image is a scenic view of a modern urban development. In the foreground, there are two tall, cylindrical, metallic-looking structures with cables extending from them. To the right, a multi-story residential or commercial building with a curved facade and many windows is visible. The area is landscaped with palm trees and other vegetation. A body of water, possibly a canal or a lake, is visible in the middle ground. The sky is clear and blue.

ARIZONA 2023 SUPER BOWL LVII

We look forward to continuing our relationship and working together to execute another record-breaking Super Bowl!